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OO RUEHCHI RUEHDT RUEHHM RUEHNH
DE RUEHGO #0355/01 1630447
ZNY CCCCC ZZH
O 120447Z JUN 09 ZDK
FM AMEMBASSY RANGOON
TO RUEHC/SECSTATE WASHDC IMMEDIATE 9098
INFO RUCNASE/ASEAN MEMBER COLLECTIVE
RUEHBK/AMEMBASSY BANGKOK 2945
RUEHBJ/AMEMBASSY BEIJING 2306
RUEHBY/AMEMBASSY CANBERRA 2044
RUEHKA/AMEMBASSY DHAKA 5228
RUEHLO/AMEMBASSY LONDON 2151
RUEHNE/AMEMBASSY NEW DELHI 5519
RUEHUL/AMEMBASSY SEOUL 9115
RUEHTC/AMEMBASSY THE HAGUE 0782
RUEHKO/AMEMBASSY TOKYO 6692
RUEHCN/AMCONSUL CHENGDU 1818
RUEHCHI/AMCONSUL CHIANG MAI 2196
RUEHCI/AMCONSUL KOLKATA 0666
RHHMUNA/CDR USPACOM HONOLULU HI
RUEKJCS/JOINT STAFF WASHDC
RUCNDT/USMISSION USUN NEW YORK 2495
RUEHGV/USMISSION GENEVA 4502
RUEATRS/DEPT OF TREASURY WASHDC
RUEKJCS/DIA WASHDC
RUEAIIA/CIA WASHDC
RHEHNSC/NSC WASHDC
RUEKJCS/SECDEF WASHDC

C O N F I D E N T I A L SECTION 01 OF 03 RANGOON 000355

SIPDIS

STATE FOR EAP/MLS, INR/EAP, EEB/TFS
PACOM FOR FPA
TREASURY FOR OASIA, OFAC

EO 12958 DECL: 06/12/2019
TAGS ECON, EFIN, ETRD, PREL, PINR, BM

SUBJECT: BURMA: CRONIES LAUNCH NEW SOCCER LEAGUE

REF: RANGOON 330
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Classified By: Economic Officer Samantha A. Carl-Yoder for Reasons 1.4 (b and d).

Summary

1. (C) On the alleged order of Senior General Than Shwe, regime cronies and businessmen launched the new Myanmar National Football League (MNI)
Let the Games Begin

2. (C) The Myanmar Football Federation (MFF), chaired by regime crony Zaw Zaw, launched the Myanmar National Football League on May 16, 2009.

Myanmar National League 2009 Teams

Team Owner and Company Sanctions Subject

Kanbawza Aung Ko Win/Kanbawza Bank No
Delta United Zaw Win Shaine/Ayeyar Hintha No (financially backed by Zaw Zaw, owner of Max Myanmar Yes
Magway Steven Law/Asia World Co. Yes
Okkthar United Aung Kyaw Moe/Intl Brewery No Trading Co.
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Zayar Shwe Myay Win Myint/Chair, Myanmar No Chamber Of Commerce
Yangon United Tay Za/Htoo Trading Yes
Southern Myanmar Htay Myint/Yuzana Co. Yes
Yadanarbon Sai Sam Htun/Loi Hein Co. No (sole distributor of soft drinks produced by SOEs)

3. (C) The eight teams currently practice and play in Rangoon; by 2011, the MNL should have a nationwide presence, XXXXXXXXXXXX stated. The t

4. (C) Several of the team owners have taken their obligations seriously, XXXXXXXXXXXX stated. For example, Tay Za has hired five players from
So What's In it for The Owners?

5. (C) When asked why the owners would participate in such an expensive endeavor, XXXXXXXXXXXX observed that they had little choice. "When t
Early Success

6. (C) The MNL to date has been quite successful. Tickets are relatively expensive by Burmese standards, ranging from USD .50 to USD 1, which
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sales were lagging. Proceeds from the MNL are used to support the MFF. XXXXXXXXXXXX noted that for the more popular teams, such as Yadanarbon a

MNL: A Distraction or Just Good Fun?

7. (C) While admitting that the MNL is "just good fun," a number of our contacts question the regime's motivation behind creating the league.
DINGER